GOVERNMENT OF INDIA
CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2490
ANSWERED ON:31.07.2017
Ban on Selfies in Museums
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Will the Minister of CULTURE be pleased to state:

(a) whether the Archaeological Survey of India has banned selfie sticks at its 46 museums across the country to restore a semblance of discipline among tourists;

(b) if so, the details thereof and the museums identified so far for the same;

(c) whether the ASI is considering ban on all kinds of photography within the museum premises and galleries; and

(d) whether all across Europe use of selfie sticks in museums and art galleries is banned?

Answer

MINISTER OF STATE, CULTURE AND TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a) & (b) Yes Madam, as per the photography/ filming Policy for the Archaeological Site Museums (enclosed at annexure - I), the use of selfie sticks have been banned inside the 46 archaeological site museums.

(c) No Sir/ Madam.

(d) Question doesn't come under the purview of the Archaeological Survey of India.

ANNEXURE - I

ANNEXURE REFERRED TO IN REPLY TO PART (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO. 2490 FOR 31.07.2017

Photography/ Filming Policy for the Archaeological Site Museums
of the
Archaeological Survey of India

Photography/ Filming Policy for the Archaeological Site Museums
of the Archaeological Survey of India

1. Introduction

There are 46 Archaeological Site Museums under the jurisdiction of Archaeological Survey of India (ASI) spread over the length and breadth of the country. In archaeological site museums, objects retrieved during excavations at the site, found during explorations or during scientific clearance/ conservation of the monuments which have significance in terms of history, archaeology of the site/ region are displayed. The significant objects are displayed in the galleries, however, rest are kept in the reserve collections to facilitate research work. The objects are circulated for display from the reserve collection.

2. Objective

In order to regulate the antiquities in the archaeological site museum under ASI being photographed and filmed for commercial purpose and the security/ safety of visitors, there are certain guidelines that shall be followed while photographing/ filming at the Archaeological Site Museum of the ASI.

3. Guidelines for Photography Permission

3.1 Photography (without tripod/ monopods/ flash-light) is open to public in all the museums free-of-cost. Selfie sticks are strictly not permitted in the museum premises. Prior permission for using camera free-of-charge (with multiple lenses, tripod/ monopods/ large photography bag) for academic purposes shall be granted by the concerned in-charge of the Circle/ Mini Circle, etc. The requests shall be made through a form as annexed at Annexure - A.

3.2 Request of photography free-of-charge (with tripod) shall be made by the applicant at least 15 days prior to the date of visit of the

concerned person.

3.3 Opening of showcase or moving/ shifting of antiquities, etc. is not allowed.

3.4 Prior permission from the concerned Officer in-charge of the Circle/ Mini Circle, etc. shall be obtained for taking photographs of the antiquities kept in reserve collection.

3.5 Fee amounting to `750/- per photograph shall be charged from the applicant who intends to use it for commercial purposes. Such photograph(s) in digital format (high resolution 300 dpi) shall be supplied via e-mail by the concerned in-charge of the Circle/ Mini Circle. The Archaeological Survey of India shall be acknowledged while using the photograph. The requests shall be made through a form as annexed at Annexure - B.

3.6 The request for photograph(s) used for commercial purposes shall be made directly to the concerned in-charge of the Circle/ Mini Circle. Payments shall be made using Demand Drafts or through e-payments.

4. Guidelines for Filming/ Video Shooting Permission

4.1 "Filming" [as defined in the Ancient Monuments and Archaeological Sites and Remains Act, 1959] permission for academic and commercial purposes shall be granted by the concerned Officer in-charge of the Circle/ Mini Circle, etc.

4.2 Fee for filming - `50,000/- (non-refundable) (per day for single museum) and `10,000/- (refundable) as a security money [subject to revision]. The fee may be exempted in case of Central and State agencies carrying out filming by their own resources and not on contract. However, the Director-General, ASI, will be the competent authority to grant such exemptions.

4.3 Due acknowledgment shall be given to the Archaeological Survey of India.

4.4 Request of filming/ video shoot along with camera crew shall be made by the applicant at least 15 days prior to the proposed date of shoot.

4.5 Documents required for the filming along with the form are annexed at Annexure - C.

5. Terms and Conditions

5.1 No extraneous materials such as water, oil, grease or like shall be applied on the object or part thereof.

5.2 The photography and filming shall be carried out only in the presence of the concerned museum in-charge.

5.3 Use of any artificial lights (except existing museum lights) including flash-light synchronised with the exposure of camera is prohibited on certain objects, as indicated below −

5.3.1 Works on paper, textiles, naturally occurring dyes, oil paintings on canvas, murals, wood, bone and Ivory and other materials painted or coloured come under the extremely susceptible to light damage category. In any circumstances, such objects should never be photographed using flash-light or any kind of alternative artificial light.

5.3.2 Not susceptible objects to light damage such as metal, stone, most ceramics, glass, that have largely been used outdoors or have otherwise lost their natural colouring through design or use, etc. can be photographed under controlled artificial light of about 650 Lux/ hour.

5.4 Any act, which may cause damage or injury to any antiquity/ artifact or part of it, shall not be undertaken. In case of any damage/ loss, the security money deposited for filming would be forfeited and further, the licensee will have to settle any such claim arising out of the damage, injury or loss of any antiquity/ artifact.

5.5 Photography and filming shall not obstruct or hamper or limit the movement of visitors who may lawfully be within the precincts of the museum. It shall not restrict the accessibility of exhibitions, entrances/ exits, doorways, pathways and high traffic areas.

5.6 Five copies of publication should be supplied free-of-cost to the Archaeological Survey of India immediately following the final editing of publication. Photographs and films may not be sold, reproduced, distributed or otherwise commercially exploited in any manner without prior permission of the Archaeological Survey of India.

5.7 Film and television programs shall provide Archaeological Survey of India with an on screen end credit.

5.8 Works of art incorporated in the publication or film shall carry the artist/ author's name and the correct title of the work.

5.9 Permission for photography/ filming shall be non-transferable and shall be valid for specified date(s)/ period.

5.10 Photo-identity proof preferably passport/ official ID/ Voter ID/ Aadhar/ Driving Licence, etc. shall be presented to the in-charge of the concerned museum(s).

5.11 The permission so granted shall not include entrance fee as applicable. Entire team/ individual shall purchase the entry ticket.

5.12 Photographs and films will not be used or portrayed to trivalise, sensationalize or demean the objects or the museum.

5.13 It shall be sole responsibility of the concerned individual and/or film production unit that the image or the film does not defame, libel or slander any person, infringe any Copyright, Trademark, privacy, confidentiality or publicity of any person, breach any laws, rules, codes and guidelines. The Archaeological Survey of India or concerned museum shall have no responsibility or liabilities of any nature, whatsoever, concerning the foregoing matters.

5.14 No press release referring to the museum in any promotional material will be issued without prior permission of the Archaeological Survey of India.

5.15 Any other condition, which the local official put forth in the larger interest of the safety and security of the antiquities / artifacts, Government property as well as staff and visitors in the museums, shall be abiding on the agency or person seeking permission.

5.16 The above guidelines/ terms and conditions are subject to change without prior notice. Visitors are advised to see the website of the Archaeological Survey of India from time-to-time for any changes.

Annexure - A

Requisition Proforma for Photography Permission (Academic Purposes)
(for using tri-pod/ monopod/ multiple lenses/ large photography bags)

Name of the Applicant

Passport size Photograph (upto 2 MB)

Profession - Research Scholar/ Educator/ Govt. Employee/ Independent Researcher/ Departmental/ Official/ Others
Affiliation/ Organisation

Address

Age

Nationality

Passport Number (other than Indian National)/ Identity Card Number

Contact Number

E-mail Address

Purpose of photography - Research/ Conference Presentation/ Publication

Name of the museum(s) for which permission in required - 1 or multiple (up to 5 at a time)

Date(s) of visit

Type of Camera/ number of lenses

Name of the HOD (in case, if affiliated with any university) (attach forwarding letter from the HOD)

Any other detail

Annexure - B

Proforma for Requesting Digital Photograph
(for Commercial Purposes)

Name of the Applicant

Passport size Photograph (upto 2 MB)

Profession - Research Scholar/ Educator/ Govt. Employee/ Independent Researcher/ Departmental Officer/ Official/ Others
Affiliation/ Organisation

Address

Age

Nationality

Passport Number (other than Indian National)/ Identity Card Number preferably Aadhar Card

Contact Number

E-mail Address

Details of Commercial Use

Name of the museum(s) where object is stored

Accession number of the object(s) (if known)

Mode of payment (Demand draft/ ***E-payment)
DD number and date
Any other detail

** Please note:
Documents Required along with the form −

1. One passport size photograph of the applicant
2. List of Museum(s) where object(s) is/ are stored
3. Accession number of the object(s)
4. Demand Draft amounting to `750/- (non-refundable per image) in favour of the concerned in-charge of the circle/ mini-circle i.e. The Superintending Archaeologist, name of the concerned circle, Archaeological Survey of India

or

The Deputy Superintending Archaeologist, name of the concerned mini circle, Archaeological Survey of India

***The details regarding e-payment method will soon be updated.

Annexure - C
Requisition Proforma for Filming Permission

Name of the Applicant

Passport size Photograph (upto 2 MB)

Profession

Affiliation/ Organisation

Address

Age

Nationality

Passport Number (other than Indian National)

Identity Card Number

Contact Number

E-mail Address

Purpose of filming - Educational/ Film/ Documentary/ Other

Name of the museum(s) for which permission in required - 1 or multiple (up to 5 at a time)

Date(s) of visit

Type of Camera

** Number of Crew Members (attach details in jpg/pdf format) [attachment should not exceed 2 MB]

** Number of Equipments (attach details)
[attachment should not exceed 2 MB]

** Script/ Synopsis (attach details)
[attachment should not exceed 2 MB] Number of pages

** Demand Draft (Number/ date of issue)

***E-payment Mode (Total Amount/ Date of payment)

** Please note:
Documents Required along with the form −

1. Script/ synopsis of the film/ documentary
2. Details of crew members (names along with ID proof)
3. Two passport size photographs of the camera person
4. List of equipments
5. Demand Draft amounting to `50,000/- (non-refundable per day for single museum) and `10,000/- (Refundable amount as security money) in favour of the concerned in-charge of the circle/ mini-circle i.e.

The Superintending Archaeologist, name of the concerned circle, Archaeological Survey of India

or

The Deputy Superintending Archaeologist, name of the concerned mini circle, Archaeological Survey of India

***The details regarding e-payment method will soon be updated.